

Special Events



Department Description

The Office of Special Events is responsible for the overall management of events that take place on public property. It supports the significant role that events play in the development of San Diego's economic prosperity and enhancement of civic pride.

Representatives from the Office of Special Events work collaboratively with special event, business, and visitor industries, along with residential leadership from throughout the community, to facilitate events that provide unique and memorable experiences for residents and visitors while ensuring public safety and reducing risk to the City of San Diego.

The leadership the Office of Special Events provides to the City-wide Special Events Management Team is crucial. This team is comprised of representatives from more than sixty city, county, State, and federal governmental agencies involved in the recruitment, planning, permit review, and on-site management of special events.

The Office of Special Events also works with the tourist industry to coordinate the development of bid proposals to bring major events and conventions to San Diego, and serves as a liaison to these events once they have been secured.

The Department's mission is:

To enhance the vitality, quality, and economic prosperity of San Diego through the support of special events

Goals and Objectives

The following goals and objectives represent the action plan for the Department.

Goal 1: Provide leadership and coordination for the management of special events in San Diego

The Department will move toward accomplishing this goal by focusing on the following objectives.

- Ensure a coordinated approach to the planning and on-site management of special events
- Manage internal reviewing authority procedures for the review of special event permit applications

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Goal 2: Establish safe and enjoyable venues to support special events in San Diego

The Department will move toward accomplishing this goal by focusing on the following objectives.

- Minimize the City of San Diego's exposure to risk as it relates to special events
- Establish and support the implementation of best practices

Goal 3: Promote and enhance the economic strength of San Diego

The Department will move toward accomplishing this goal by focusing on the following objectives.

- Participate in regional business development and visitor industry initiatives
- Maintain San Diego's national and international reputation as an industry leader in special event management

Goal 4: Utilize information technology (IT) solutions to support internal and external customers

The Department will move toward accomplishing this goal by focusing on the following objectives.

- Support internal customers through the development of technology that enables multi-disciplinary and multi-agency online interaction for the review and issuance of special event permits
- Develop an online special event permit application that supports external customer needs and interfaces with the permit application review process

Service Efforts and Accomplishments

In Fiscal Year 2008, the Office of Special Events provided management services to an extensive portfolio of national and international level events that took place in San Diego including the Buick Open, Fed Cup, Red Bull Races, Rock 'n' Roll Marathon, U.S. Open, Bio 2008, Comic-Con International, Surf Cup, and the Poinsettia and Holiday Bowls. Additionally, the Office of Special Events provided permitting, technical support, or promotional services to 1,700 community and major civic events attended by 10 million people.

Working collaboratively with the San Diego Business Improvement District Council, the Office of Special Events oversees the fundraising and management of Balboa Park December Nights, the largest free festival in San Diego. An average of 250,000 people attend San Diego's favorite kick-off to the holiday season which will be one of the signature events featured in the 100th anniversary celebration of the park—Balboa Park 2015.

A number of policies and regulations adopted by the City of San Diego became effective in Fiscal Year 2008 that had an impact on the event industry including new recycling requirements, storm water pollution prevention regulations, and the one-year trial "alcohol ban" for the beach and bay areas. Implementation of these new regulations required extensive outreach to the industry, policy development, and increased the regulatory compliance requirements for event organizers. Additionally, the Office of Special Events played a key role in the management of the Rancho Bernardo Local Assistance Center that was established to serve San Diegans affected by the October 2007 fire storms.

The City of San Diego continues to serve as an industry leader in the management of special events. The impact of the September 11, 2001 terrorist attacks on the World Trade Center has been significant to the special event industry with many agencies and organizations recognizing the potential exposure special events can bring to their municipality. Since 2001, more than 450 municipalities, agencies, and organizations have sought best practices materials and information from the Office of Special Events to use as benchmarks in the establishment of their internal policies and operating practices. The City of San Diego's reputation as a leader in event management complements the economic development and visitor industry initiatives to bring major national and international level events and conventions to San Diego that benefit the regional economy.

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Budget Dollars at Work: Performance Expectations

Goal 1: Provide leadership and coordination for the management of special events in San Diego

Performance Measure	Baseline FY2007	Actual FY2008	Target FY2009
1. Number of production meetings coordinated with City-wide Team and event organizers	144	171	170
2. Percent of the special events best practices guide revised	0%	80%	100%

Goal 2: Establish safe and enjoyable venues to support special events in San Diego

Performance Measure	Baseline FY2007	Actual FY2008	Target FY2009
1. Number of insurance claims paid exceeding \$1,000	0	0	0
2. Percent of the special events best practices guide completed	0%	80%	100%

Goal 3: Promote and enhance the economic strength of San Diego

Performance Measure	Baseline FY2007	Actual FY2008	Target FY2009
1. Annual Transient Occupancy Tax (TOT) revenue generated as a result of events in San Diego	\$1.0M	\$2.5M	\$1.0M
2. Number of municipalities and agencies seeking San Diego's event management model information	65	68	70

Goal 4: Utilize information technology (IT) solutions to support internal and external customers

Performance Measure	Baseline FY2007	Actual FY2008	Target FY2009
1. Percent of Special Events Permit System (SEPS) upgrade completed	0	0	100%
2. Percent of the interactive online special event permit application system implementation completed	0	90%	100%

Budget Dollars at Work: Sizing and Workload Data

	Actual FY2005	Actual FY2006	Actual FY2007	Actual FY2008	Target FY2009
Workload Data					
Number of major civic and community events that received permitting, technical, and or promotional assistance	1,600	1,650	1,700	1,750	1,950
Number of attendees at major civic and community events that received support services	9.5M	9.8M	10.0M	10.5M	10.3M
Number of production meetings coordinated with event organizers and City-wide Special Events Team	115	125	168	171	170
Number of public safety, risk prevention, and community service programs or agencies represented on City-wide Special Events Team	57	57	60	60	60